

Keep the Beat: Heart Healthy South Central Phoenix

Mountain Park Health Center
and
Black Nurses Association
of Greater Phoenix



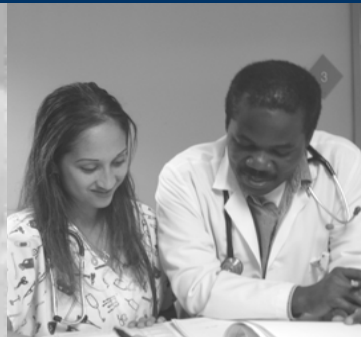
Mountain Park Health Center



Black Nurses Association of Greater Phoenix

Keep the Beat: Heart Healthy South Central Phoenix

- ◆ Created in response to an RFP by the Arizona Department of Health Services relating to chronic disease prevention
- ◆ Responding to a health disparity related to cardiovascular disease among African Americans and Hispanics in South Phoenix



CVD Risk by Race/Ethnicity

Age Adjusted Mortality Rates (ADHS, 2001)

	CVD Mortality Rate	Stroke Mortality Rate	Hypertension Mortality Rate
African American	388.1	79.6	11.2
Hispanic	281.4	55.4	7.3
White	165.8	46.2	5.2

Keep the Beat: Approach

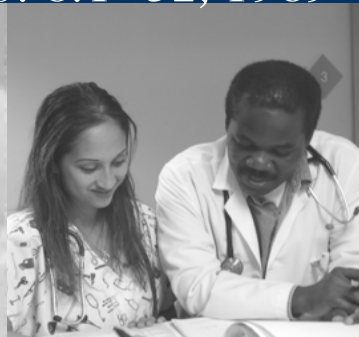
- ◆ Target a defined community
- ◆ Establish a program model
- ◆ Combine clinical screening services with outreach and education
- ◆ Establish a partnership with an organization with experience and credibility in the African American community



Keep the Beat: Program Model

- ◆ Based upon Liskin¹ model
- ◆ Emphasizes knowledge, attitude (vulnerability), skills building (e.g., healthy cooking classes), social network, and access to services

¹Liskin L, Church CA, Piotrow PT, Harris JA. AIDS education: a beginning. *Popul Rep.* 8:1- 32, 1989





Mountain Park Health Center

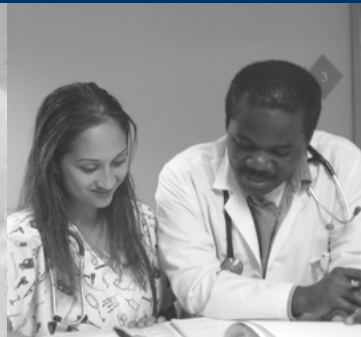
- ◆ Private, non-profit community health center
- ◆ Comprehensive primary health care provider
- ◆ Sites in S. Phoenix, Maryvale, Tolleson and E. Phoenix
- ◆ 45,000 patients seen annually
- ◆ 85% live in poverty; 85% Hispanic





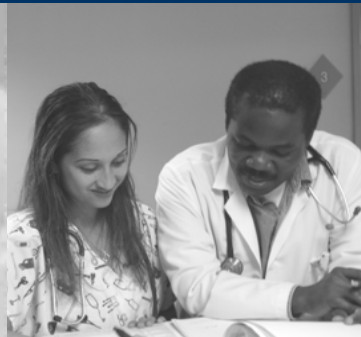
Black Nurses Association of Greater Phoenix

- ◆ 25-year old non-profit organization
- ◆ Mission to address health needs of African American community
- ◆ Through St. Luke's grant, has been providing CVD education to African American churches



Keep the Beat: Agency Roles

- ◆ Black Nurses Association: Outreach and education in African American community
- ◆ Mountain Park Health Center: Clinical screening services, education, disease management



Keep the Beat: Activities

Black Nurses Association

- ◆ Community CVD education
- ◆ Blood pressure screenings
- ◆ Healthy cooking classes
- ◆ Walking programs
- ◆ Referral for medical care

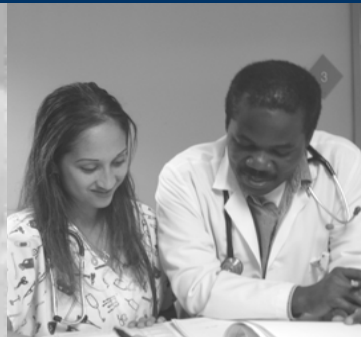
Mountain Park Health Center

- ◆ CVD screening clinics
- ◆ CVD data registry
- ◆ Individual/group risk reduction counseling



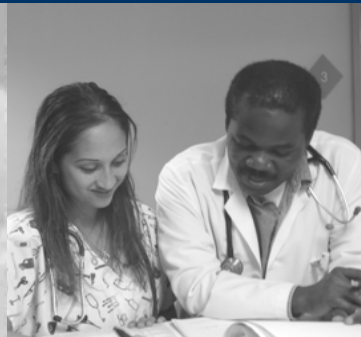
Keep the Beat: Target Locations

- ◆ South-Central Phoenix area
- ◆ Outreach/education: churches, worksites, health care education, community centers, barber shops, and health fairs,
- ◆ Screening and early detection: community health fairs, MPHC screening clinics



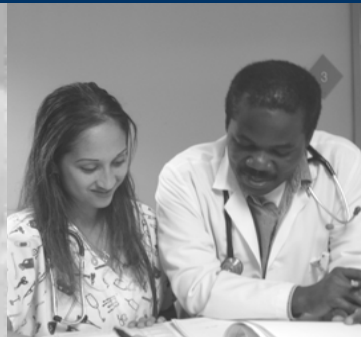
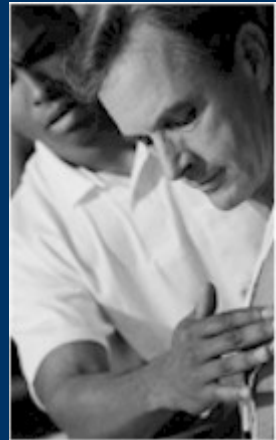
Keep the Beat: Implementation

- ◆ MPHC and the Black Nurses Association hired program coordinators
- ◆ Marketing – program and screening clinic availability advertised in local newspapers (*La Prensa Hispana* and the *Arizona Informant*)



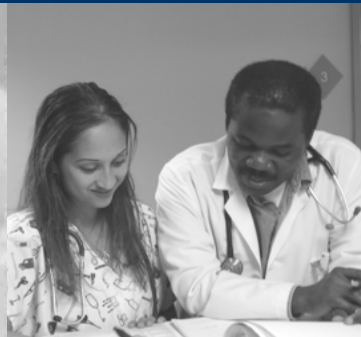
Keep the Beat: Program Data Mountain Park Health Center

- ◆ Data from August 2004 – March 2005
- ◆ Screened 296 individuals, 82 of which have become MPHC patients
- ◆ Of the 296, 212 (71%) have been female; 251 (85%) Hispanic; 162 (55%) between 30 – 49 years of age and 87 (29%) 50 + years



Keep the Beat: Program Data Mountain Park Health Center

- ◆ BMI: 214 calculated
- ◆ 121 (56%) obese; 55 (25%) overweight
- ◆ Blood pressure: 222 individuals tested
- ◆ 175 (79%) bp > 130/80
- ◆ 58 (26%) bp > 140/90



Keep the Beat: Program Data Mountain Park Health Center

- ◆ Of the 82 individuals who became MPHC patients after the initial CVD screening:
- ◆ 27 (33%) diagnosed with hypertension
- ◆ 33 (40%) diagnosed with type 2 diabetes
- ◆ 31 of 62 tested had cholesterol > 200



Keep the Beat: Program Data Black Nurses Association

- ◆ 169 individuals enrolled in a walking group
- ◆ More than 200 individuals have received blood pressure screening; 15% rate of high blood pressure
- ◆ Outreach and education delivered to hundreds of individuals through community presentations, worksite presentations, barber shops, health fair participation, health professional school training, fraternal organizations



Keep the Beat: Lessons Learned

- ◆ Screenings seem to attract high risk individuals, not just “worried well”
- ◆ Flexibility important in terms of education venues; remain opportunistic
- ◆ Involvement of health care provider in screening creates convenient referral for individuals without a medical home

